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# Newsletter



OFFICE FOR FOOD AND FEED CONSERVATION  
U. S. DEPARTMENT OF AGRICULTURE

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## WASHINGTON ROUNDUP

The Office for Food and Feed Conservation and the Bureau of Entomology and Plant Quarantine are making available to farm papers and other interested publications photographs on insect control in grain bins.

Federal entomologists advise that the place to start getting insects under control is in the empty grain bin. They point out that a thorough job of housecleaning bins and spraying them with DDT, before newly-harvested grain is put in them, will get rid of hold-over infestation and give new grain a good chance to escape damage.

It is estimated that insects make away with 1 out of every 20 bushels of farm-stored grain, as a national average. The losses in warmer States run higher. In Texas, for example, farmers lose 1 of every 8 bushels of their stored grain to insects, and in Missouri the loss amounts to 1 of every 10 bushels.

Stored-grain insects claim an estimated 300,000,000 bushels of the nation's annual production, worth well over \$600,000,000 at today's prices.

With another wheat harvest in the offing, and in the face of urgent need for food and feed conservation, the Department of Agriculture is asking the cooperation of all grain farmers in a pre-harvest bin-cleaning campaign. The informational leaflets, "Save Farm Grain by Fumigation" and "Save Farm-Stored Grain from Insects," may be obtained by writing to the Office of Information, Department of Agriculture, Washington 25, D. C.

Also in the feed conservation picture are two leaflets being prepared by the Office for Food and Feed Conservation. These are "Save Grain Through Better Pasture" and "Save Grain by Getting More Feed From Hay Crops." Both should be available next month.

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The need for increased feed supplies is emphasized by high feed prices. These prices reflect the short feed grain supplies and the urgent demand for them. The index of feedstuff prices (1935-39 equals 100) averaged 284.5 in April compared with 229.1 in April, 1947 and 166.1 in April, 1946.

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The Office for Food and Feed Conservation has printed a leaflet which will be beneficial to committees and organizations engaged in conservation work. This leaflet carries a reprint from an article in the Washington Post by Malvina Lindsay.

Miss Lindsay's article carries some excellent material relating to the need for food conservation and better nutrition. Some of the highlights:

"American eating habits and food waste are coming up again for appraisal as the Nation takes stock of its defense strength and as food goes to the world fronts in the cold war.

"What we are hearing now about our diet does not hold promise for the Nation's future health. Nutritional biochemists tell us we are not, as we complacently supposed, the best fed people in the world, but rather the "most fed"; that many primitive people have better nutrition than ourselves.

"Tests made by the Department of Agriculture show nutritional ignorance so great that comparatively few families are prepared to make proper substitutions as they cut down on meat and dairy products in the face of high prices.

"Child welfare authorities report that the majority of children have only fair nutrition.....

"But, it looks now as if for a long time to come this country as a measure of self-protection, as well as of humanitarianism, will need to keep food moving to the trouble spots of the world...

"That means that this country, greatest food producing Nation, will have to concern itself with food production and food conservation on a — long-term basis...

"Recent surveys show one basic weakness in the American diet is lack of vitamin C foods, as citrus fruits, tomatoes and cabbage. Americans are also going too light on such surplus foods as canned vegetables, fruits and potatoes. The meat eating habit is so strong that the average family is likely to cut down on such an essential as milk to gratify it.....

"Now with the great efforts under way to make the Nation strong by means of armies and airplanes there seems need for a supplementary program in nutrition and food conservation..."

Well, the OFFC pamphlet points out that "something IS being done about it." It goes on to stress the value of our menu and recipe booklet, "Money-Saving Main Dishes," and the "Banner Buy" symbol to encourage the purchase of plentiful foods. As you know, these two innovations form the mainspring of our new consumer food conservation program.

(NOTE: Under separate cover we are sending you a copy of the leaflet with the suggestion that you may be able to use it in your efforts to further food and feed conservation. We would like to suggest, also, that you may be able to use these pamphlets in bulk form for distribution to clubs and organizations interested in this three-pronged struggle to combat malnutrition and inflation at home and hunger abroad. Simply write your request to the Office for Food and Feed Conservation, Department of Agriculture, Washington 25, D. C.)



### PLENTIFUL POTATOES

This year we have on hand a heavy crop of early potatoes. It is estimated that there will be available during the period extending to July 1 about 12,000,000 bushels of potatoes more than the market can handle.

The Department of Agriculture is anxious to prevent these potatoes from going to waste. It will attempt, under its mandatory price-support operations, to keep the lower grade potatoes out of domestic food channels and make the top grades available to consumers. And the Department is cooperating with industry to encourage consumers to use more potatoes. The period from June 17 to 26, inclusive, has been especially designated to emphasize the need for increased potato consumption.

Homemakers, operators of food service establishments and allied industries can help utilize this abundant supply of nourishing and economical food. The wholesaler can get more potatoes into retail outlets. The retailer can make up attractive displays, market efficiently and put special emphasis on the fact that potatoes are in surplus quantity and better quality. Restaurants can feature potatoes by serving them more often in more ways. Allied industries can promote the sale of potatoes through available media such as house organs, newspaper and radio advertising. Finally, the homemaker can do her share by serving more potatoes more often in attractive, tasty ways.

As to that last point, the new menu and recipe booklet, "Money-Saving Main Dishes," has a whole section devoted to the use of potatoes. Homemakers are given menus and recipes featuring potato dishes in diversified forms. As you know, anybody can get this booklet just by writing their name and address on a penny postal card and mailing it to the Office for Food and Feed Conservation, Washington 25, D. C.

### PENNSYLVANIA TESTS

It is still too early to present a comprehensive checkup on the tests of the new consumer food conservation program in York and Lancaster, Pennsylvania. However, we note a favorable reaction to the program especially among low income groups. And, to cite a specific example of the utilitarian value of the "Banner Buy" symbol, retail food dealers have employed the symbol to deal with a local surplus of apples. Instead of letting the apples rot, the dealers bought all apples from local farmers. Then, they featured them under the "Banner Buy" symbol at \$1.67 a bushel. This represented a "markdown" from the previous retail price of \$4.50 a bushel. Thus, the farmer, grocer and consumer benefited by this cooperation.

### NUTRITION CONFERENCE

Miss Grace D. Cole, Chairman of the Citizens Food Committee in Orange County, New York, has sent us the program of the Newburgh Nutrition Conference held on May 20 in Newburgh, N. Y. She writes: "I think that the speakers' subjects speak for themselves in showing the trend in the food program in this County."

Among the speakers and their subjects are Miss Fay Burnett, Nutritionist, General Foods Corporation, New York - "Your Meals Speak, Nutritionally" and Senator Thomas C. Desmond, Member of the New York State Food Commission - "Fortifying Our Foods."

#### FOOD STORE COOPERATION

The IGA Food Stores in Chicago are doing a bang-up job of cooperating with the Office for Food and Feed Conservation in featuring "Peace Plates" in their newspaper advertising. This food chain has carried a week's list of "Peace Plates" down the center of their regular advertisement page in the Chicago Daily News.

#### FOOD AND FREEDOM

The value of food as a means of upholding democratic principles abroad is exemplified in a recent dispatch to the New York Times by Kenneth Campbell. The story is datelined "Paris, May 22." It reads in part:

"The first effect of Marshall Plan aid in France became apparent today when Premier Robert Schuman announced that, thanks to this aid, the French bread ration would be raised from 200 grams to 250 grams (roughly 8 ounces) a day June 1.

"M. Schuman's announcement took the wind out of the sails of the Communists who have been conducting a campaign to persuade the Government to celebrate the French Mother's Day by increasing the bread ration. M. Schuman announced the increase on the eve of Mother's Day and attributed it to the generosity of the United States.

In this article, Premier Schuman is quoted as saying:

"The Government speaks for the entire nation when it thanks the Government of the United States for this gesture of friendship and solidarity that will contribute strongly to the amelioration of living conditions and of production in France and, by this means, to the recovery of Europe."

We will keep you informed on events in Washington and the programs of local committees and organizations. We welcome your suggestions and invite you to send us news of your activities in the voluntary food and feed conservation program.

